

	Carton Outlets	#30 Deal Carton Deals*	Pack Outlets	#30 Deal Pack Deals*	Total Displays	Total Deals
1A0 BANGOR	88	3,964	489	22,007	577	25,971
1B0 BOSTON	223	10,042	1,479	66,560	1,702	76,602
1C0 HARTFORD	91	4,096	931	37,381	922	41,477
1D0 RHODE ISLAND	43	1,938	480	21,604	523	23,542
1E0 ALBANY	167	7,532	699	31,465	867	38,996
1F0 SYRACUSE	134	6,034	461	20,752	595	26,786
1G0 BUFFALO	156	7,003	621	27,924	776	34,927
1H0 NEW YORK	601	27,043	4,440	199,814	5,041	226,857
1I0 PHILADELPHIA	347	15,636	1,375	61,854	1,722	77,489
1J0 HARRISBURG	269	12,111	676	30,434	945	42,546
TOTAL REGION 1	2,120	95,400	11,551	519,795	13,671	615,195
2A0 BALTIMORE	148	6,661	658	29,622	806	36,283
2B0 WASHINGTON	241	10,824	920	41,417	1,161	52,241
2C0 RICHMOND	380	17,091	991	44,589	1,371	61,680
2J0 ATLANTA	290	13,060	1,124	50,576	1,414	63,635
2O0 ORLANDO	248	11,175	990	44,544	1,238	55,719
2P0 TAMPA	301	13,542	995	44,767	1,296	58,309
2Q0 MIAMI	106	4,777	705	31,721	811	36,498
TOTAL REGION 2	1,714	77,130	6,383	287,235	8,097	364,365
3I0 DES MOINES	137	6,162	402	18,077	539	24,239
3J0 OMAHA	124	5,598	330	14,871	455	20,469
3K0 KANSAS CITY	194	8,723	452	20,348	646	29,070
3M0 OKLAHOMA CITY	231	10,415	575	25,869	806	36,284
3N0 DALLAS/FT. WORTH	272	12,238	1,082	48,710	1,354	60,948
3Q0 HOUSTON	203	9,113	1,101	49,556	1,304	58,669
3R0 WACO/TEMPLE	84	3,776	364	16,385	448	20,161
TOTAL REGION 3	1,245	56,025	4,307	193,815	5,552	249,840
4E0 SAGINAW	145	6,515	575	25,874	720	32,388
4F0 DETROIT	206	9,288	1,660	74,712	1,867	83,999
4G0 GRAND RAPIDS	129	5,810	612	27,530	741	33,340
4H0 TOLEDO	156	6,999	559	25,158	715	32,156
4I0 INDIANAPOLIS	210	9,464	657	29,544	867	39,008
4J0 LOUISVILLE	187	8,407	488	21,979	675	30,387
4L0 CHICAGO	260	11,709	1,747	78,606	2,007	90,315
4M0 PEORIA	149	6,691	519	23,367	668	30,058
4N0 GREEN BAY	119	5,370	328	14,772	448	20,142
4O0 MINNEAPOLIS	241	10,828	837	37,647	1,077	48,475
4P0 SIOUX FALLS	100	4,490	255	11,460	354	15,949
4Q0 MILWAUKEE	158	7,131	502	22,606	661	29,737
TOTAL REGION 4	2,060	92,700	8,739	393,255	10,799	485,955
5A0 ALASKA	34	1,547	65	2,909	99	4,455
5B0 SPOKANE	211	9,502	475	21,390	686	30,892
5C0 SEATTLE	216	9,723	657	29,578	873	39,302
5D0 PORTLAND	273	12,287	545	24,522	818	36,808
5E0 DENVER	225	10,121	625	28,166	850	38,267
5F0 SALT LAKE	94	4,243	366	16,467	460	20,710
5G0 PHOENIX	218	9,812	622	28,012	841	37,824
5H0 SACRAMENTO	249	11,226	608	27,341	857	38,567
5I0 SAN FRANCISCO	299	13,436	1,063	47,836	1,362	61,271
5L0 LOS ANGELES	554	24,927	2,469	111,109	3,023	136,036
5M0 SAN DIEGO	155	6,983	670	30,160	825	37,143
TOTAL REGION 5	2,529	113,805	8,166	367,470	10,695	481,275
MILITARY	230	10,350	230	10,350	460	20,700
TOTAL REGIONS	9,898	445,410	39,376	1,771,920	49,274	2,217,330

Deals include 50% back-up.

Allocations based on 100+ cpw pack outlets per week and 200+ cpw carton outlets.  
Markets are chosen by volume contribution share development index.